

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT														
NATURE OF CONVEYANCE:	Corrective Assignment to correct the Inventor's name entered as UDO KLIEN. The correct spelling is UDO KLEIN. previously recorded on Reel 029260 Frame 0692. Assignor(s) hereby confirms the Assignment.														
CONVEYING PARTY DATA															
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>JOCHEN MAYERLE</td> <td>09/21/2012</td> </tr> <tr> <td>UDO KLEIN</td> <td>09/24/2012</td> </tr> <tr> <td>CLEMENS JACOB</td> <td>09/29/2012</td> </tr> <tr> <td>SANU KOSHY</td> <td>10/03/2012</td> </tr> <tr> <td>TIMO HOYER</td> <td>10/18/2012</td> </tr> <tr> <td>STEFFEN TATZEL</td> <td>09/21/2012</td> </tr> </tbody> </table>		Name	Execution Date	JOCHEN MAYERLE	09/21/2012	UDO KLEIN	09/24/2012	CLEMENS JACOB	09/29/2012	SANU KOSHY	10/03/2012	TIMO HOYER	10/18/2012	STEFFEN TATZEL	09/21/2012
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<table border="1"> <tr> <td>Name:</td> <td>SAP AG</td> </tr> <tr> <td>Street Address:</td> <td>Dietmar-Hopp-Allee 16</td> </tr> <tr> <td>City:</td> <td>Walldorf</td> </tr> <tr> <td>State/Country:</td> <td>GERMANY</td> </tr> <tr> <td>Postal Code:</td> <td>D-69190</td> </tr> </table>		Name:	SAP AG	Street Address:	Dietmar-Hopp-Allee 16	City:	Walldorf	State/Country:	GERMANY	Postal Code:	D-69190				
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CORRESPONDENCE DATA															
<p>Fax Number:</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Email: mscarr@mintz.com</p> <p>Correspondent Name: Michael D. Van Loy</p> <p>Address Line 1: 3580 Carmel Mountain Road</p> <p>Address Line 2: Suite 300</p> <p>Address Line 4: San Diego, CALIFORNIA 92130</p>															
ATTORNEY DOCKET NUMBER:	34874-856F01US														

CH \$40.00 13646606

NAME OF SUBMITTER:	Michael D. Van Loy
Signature:	/mdvl/
Date:	06/03/2013
<p>Total Attachments: 8</p> <p>source=34874-856F01US_CorrectiveAssign#page1.tif</p> <p>source=34874-856F01US_CorrectiveAssign#page2.tif</p> <p>source=34874-856F01US_CorrectiveAssign#page3.tif</p> <p>source=34874-856F01US_CorrectiveAssign#page4.tif</p> <p>source=34874-856F01US_CorrectiveAssign#page5.tif</p> <p>source=34874-856F01US_CorrectiveAssign#page6.tif</p> <p>source=34874-856F01US_CorrectiveAssign#page7.tif</p> <p>source=34874-856F01US_CorrectiveAssign#page8.tif</p>	

**RECORDATION FORM COVER SHEET
PATENTS ONLY**

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)

Jochen Mayerle, Udo Klien, Clemens Jacob,
Sanu Koshy, Timo Hoyer, and Steffen Tatzel

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance/Execution Date(s):

Execution Date(s) 9/21/12, 9/24/12, 9/29/12, 10/3/12, 10/18/12,
9/21/12

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Joint Research Agreement
☐ Government Interest Assignment
☐ Executive Order 9424, Confirmatory License
☐ Other _____

2. Name and address of receiving party(ies)

Name: SAP AG

Internal Address: _____

Street Address: Dietmar-Hopp-Allee 16

City: Walldorf

State: _____

Country: Germany Zip: 69190

Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. Application or patent number(s):

☐ This document is being filed together with a new application.

A. Patent Application No.(s)

B. Patent No.(s)

13/646,606

Additional numbers attached? ☐ Yes ☒ No

5. Name and address to whom correspondence concerning document should be mailed:

Name: Michael D. VanLoy

Internal Address: _____

Street Address: 3580 Carmel Mountain Road, Suite 300

City: San Diego

State: CA Zip: 92130

Phone Number: (858) 314-1559

Fax Number: (858) 314-1501

Email Address: mdvanloy@mintz.com

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 1.21(h) & 3.41) \$40.00

- ☒ Authorized to be charged to deposit account
☐ Enclosed
☐ None required (government interest not affecting title)

8. Payment Information

Deposit Account Number 50-0311

Authorized User Name Michael VanLoy

9. Signature:


Signature

November 2, 2012

Date

Michael D. Van Loy, Reg. No. 52,315

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents:

3

APPLICATION NUMBER: 13646606

FILING DATE: 10/05/2012

PATENT NUMBER:

ISSUE DATE:

TITLE: AUGMENTED-REALITY SHOPPING USING A NETWORKED MOBILE DEVICE

ASSIGNMENT RECORDATION BRANCH
PUBLIC RECORDS DIVISION

ASSIGNMENT

For valuable consideration, we **JOCHEN MAYERLE, UDO KLEIN, CLEMENS JACOB, SANU KOSHY, TIMO HOYER** and **STEFFEN TATZEL** each hereby assign to SAP AG, a German Corporation, having a place of business at Dietmar-Hopp-Allee 16 D-69190, Walldorf, Germany, and its successors, and assigns (collectively, "the ASSIGNEE") our entire right, title and interest throughout the world in the inventions and improvements that are the subject of a patent document entitled,

AUGMENTED-REALITY SHOPPING USING A NETWORKED MOBILE DEVICE

which is found in

- ☒ U.S. patent application filed on October 5, 2012
- ☒ Under Application No. 13/646,606
- ☒ Under Attorney Docket No.: 34874-856F01US/2012P00227US

We authorize and request the attorneys of record or the attorney filing the application to insert into this assignment the filing date and serial number of the application when known.

This assignment includes the foregoing patent application or patent, all legal equivalents in any country, and all patents issuing from such legal equivalents; all patents, utility models, and design registrations granted by any jurisdiction for any of said inventions and improvements; and the right to claim priority based on the filing date of the foregoing patent application or patent under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes. We authorize the Assignee to apply in all countries in our names or in its own name for patents, utility models, and design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements.

We hereby state and agree that no assignment, sale, agreement, or encumbrance has been or will be made or entered into that would conflict with this assignment.

We further agree for ourselves and our respective heirs, legal representatives, and assigns to provide to the Assignee promptly upon its request and at its expense all pertinent facts and documents relating to any of said inventions and improvements or said patents and legal equivalents as may be known and accessible to us and to testify as to the same in any interference, litigation, or proceeding relating thereto; and we agree promptly to perform such lawful acts and to sign such further applications, assignments, statements, and other lawful documents as the Assignee may reasonably request to effectuate fully this assignment.

Inventor's Signature

Jochen Mayerle
JOCHEN MAYERLE

Witnessed by:

Martina Mueller
Signature

MARTINA MUELLER
Print Name

09/21/2012
Date

09/21/2012
Date

Inventor's Signature

Udo Klein
UDO KLEIN

Witnessed by:

Jochen Mayerle
Signature

Jochen Mayerle
Print Name

24.9.2012
Date

09/24/2012
Date

Inventor's Signature

Clemens Jacob
CLEMENS JACOB

Witnessed by:

Jochen Mayerle
Signature

Jochen Mayerle
Print Name

29.09.2012
Date

09/29/2012
Date

Inventor's Signature

SANU KOSHY

Witnessed by:

Signature

Print Name

03 - OCT - 2012
Date

03 - OCT - 2012
Date

Inventor's Signature

TIMO HOYER

Witnessed by:

Signature

Print Name

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STEFFEN TATZEL

Witnessed by:

Signature

Print Name

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Date

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SANU KOSHY

Witnessed by:

Date

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Date

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Inventor's Signature


TIMO HOYER

Witnessed by:

Oct 18, 2012

Date

Signature

Date

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Inventor's Signature

STEFFEN TATZEL

Witnessed by:

Date

Signature

Date

Print Name

Attorney Docket No.: 34874-856F01US/2012P00227US
Customer Number: 64280

Inventor's Signature

SANU KOSHY

Witnessed by:

Date

Signature

Date

Print Name

Inventor's Signature

TIMO HOYER

Witnessed by:

Date

Signature

Date

Print Name

Inventor's Signature

Steffen Tatzel

Witnessed by:

21.07.12
Date

Cordula Ude
Signature

21.8.12
Date

Cordula Ude
Print Name

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